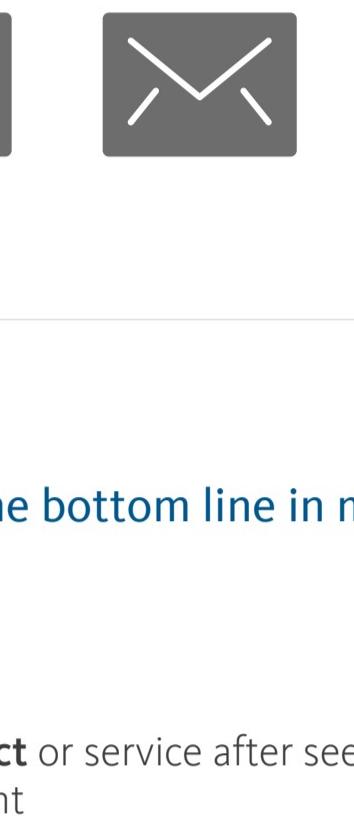
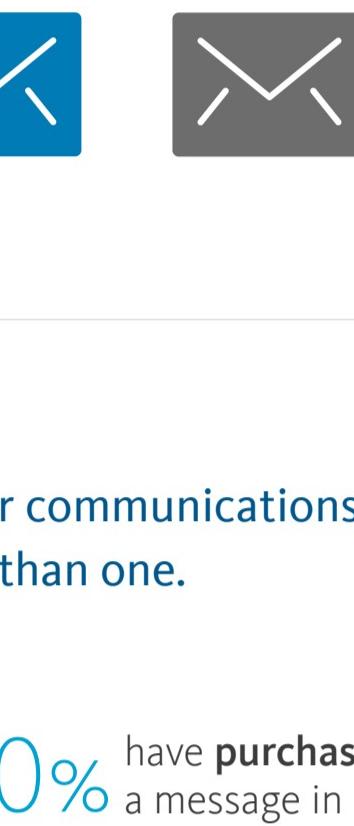


CUSTOMER COMMUNICATIONS

Survey Captures the Experiences Your Customers Really Want

Broadridge study of more than 3,000 North American consumers reveals key insights into CX and communications.

Consumers are increasingly willing to walk away from companies that provide subpar CX.



1 in 4 consumers

have stopped doing business with a company just because that business did a poor job of personalizing the experience.

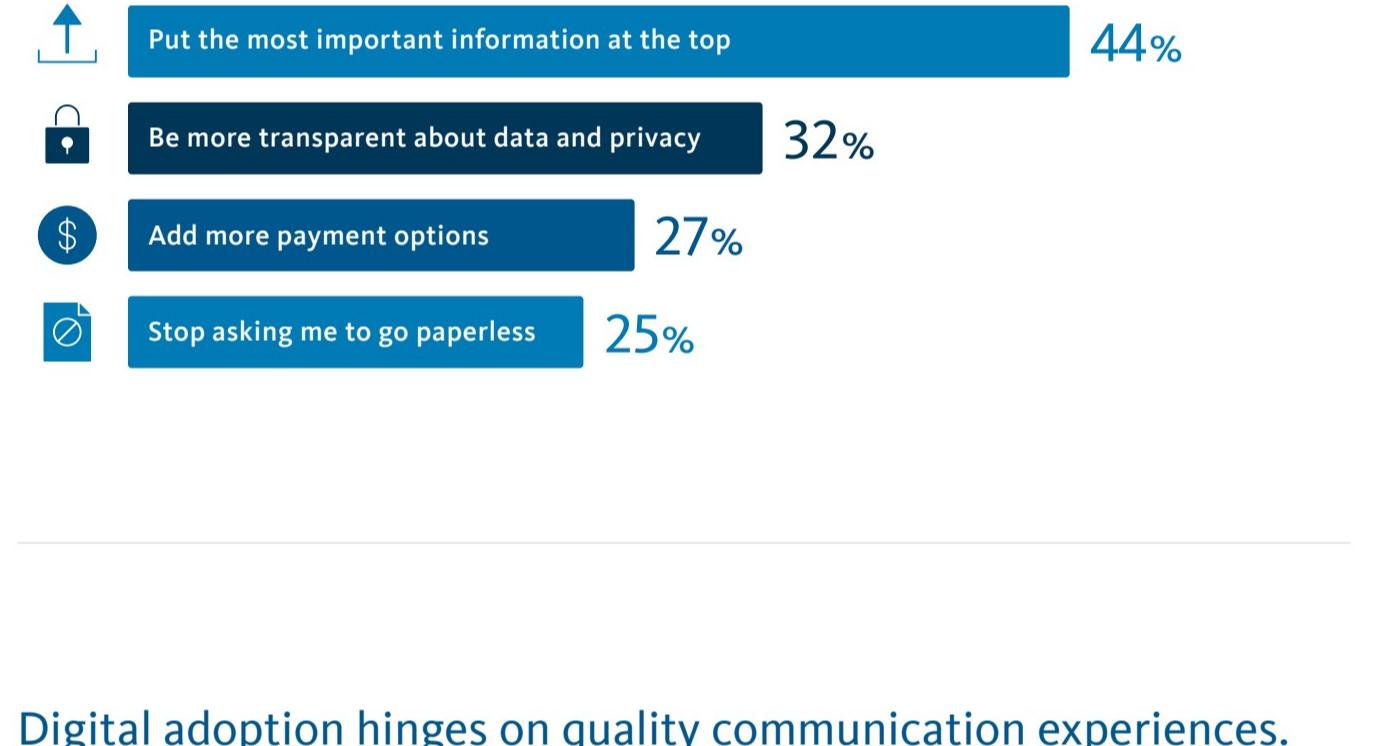
Millennials

are especially sensitive to this: 35 percent say they're prepared to walk away.

One of the key places that consumers interact with companies is through bills and statements.

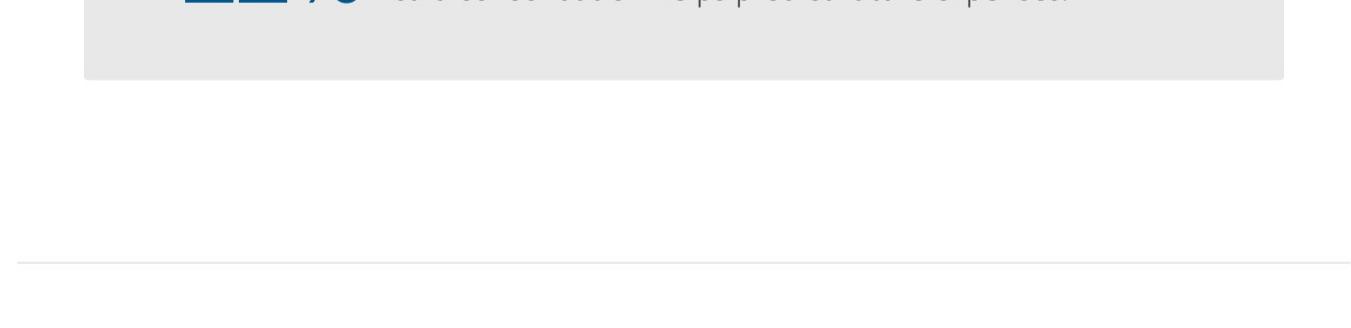
6 Average number of bills received

19% Receive 10 or more each month

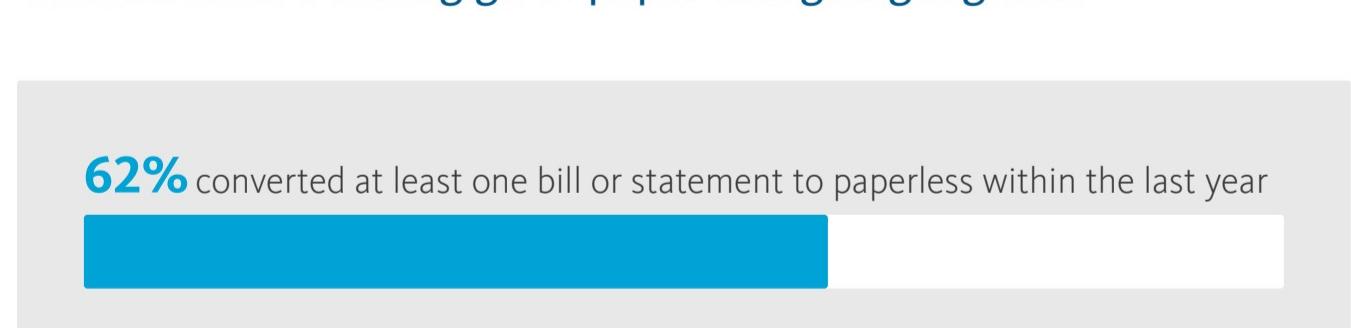


Better communications can impact the bottom line in more ways than one.

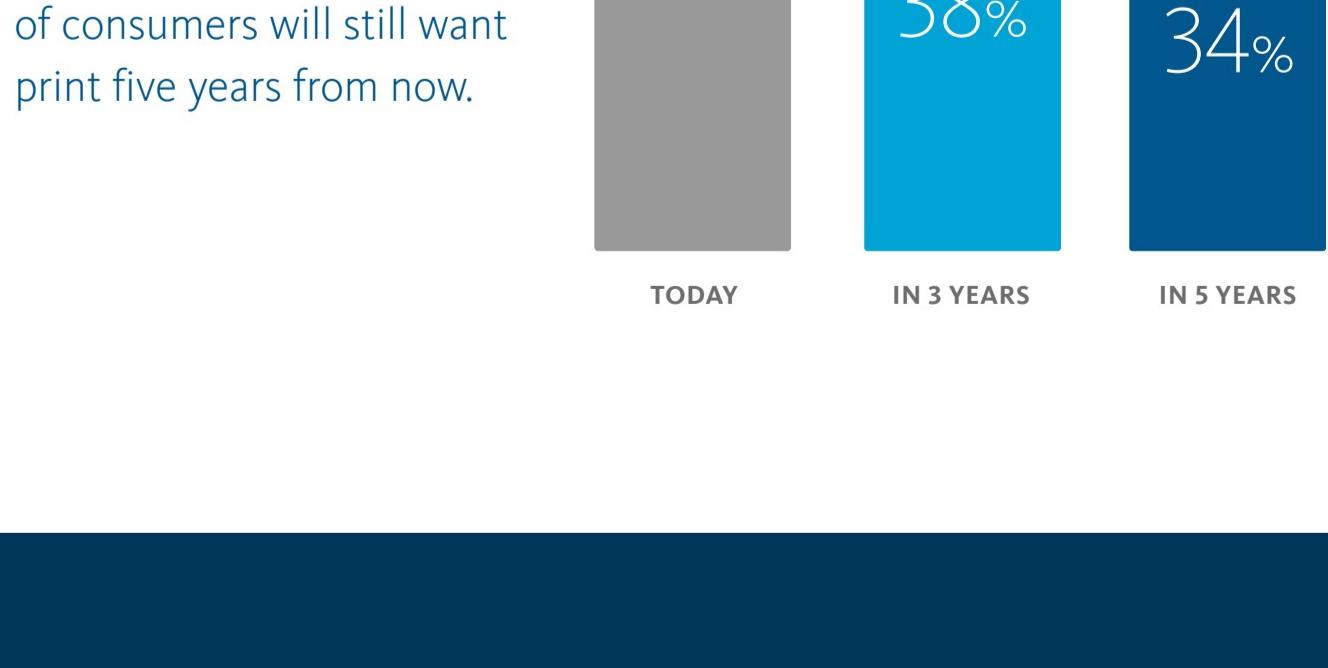
20% have **purchased a new product** or service after seeing a message in a bill or statement



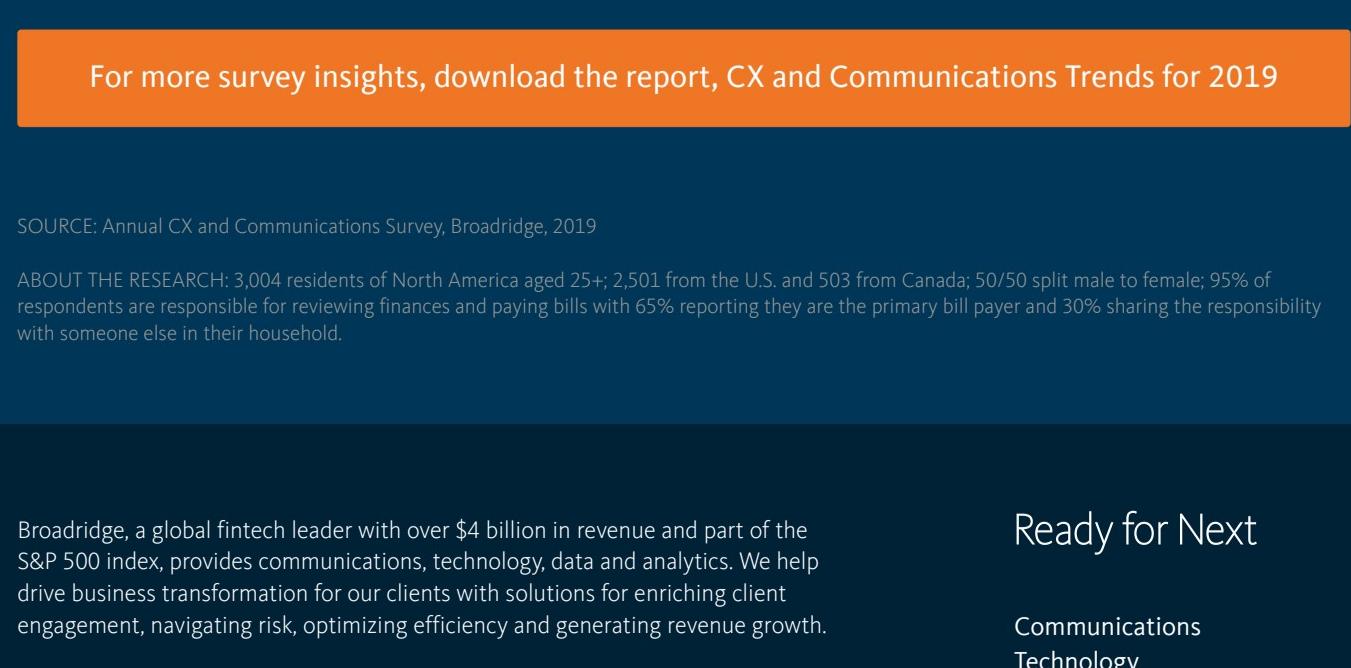
68% want providers that make it easy for them to interact across print, digital and other channels



Consumers are expecting more from the communications you send.



Consumers are letting go of paper and going digital...



The path to better CX is paved with more profitable, engaging interactions and communications.

Successful organizations will find ways to bring greater clarity, personalization and innovation to bills and statements, creating the experiences their customers crave.

Broadridge can help.

For more survey insights, download the report, CX and Communications Trends for 2019

SOURCE: Annual CX and Communications Survey, Broadridge, 2019

ABOUT THE RESEARCH: 3,004 residents of North America aged 25+; 2,501 from the U.S. and 503 from Canada; 50/50 split male to female; 95% of respondents are responsible for reviewing finances and paying bills with 65% reporting they are the primary bill payer and 30% sharing the responsibility with someone else in their household.

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Ready for Next

Communications
Technology
Data and Analytics

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